IN THE CLAIMS:

1.   (Currently Amended) A method for trading a plurality of derivative financial instruments over the Internet comprising:

receiving <u>via a remote device</u> a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;

receiving <u>via the remote device</u> a second order to sell said derivative financial instrument;

setting<u>, using a computing device,</u> a market price based on the received first and second orders<u>, in which the computing device and the remote device are in communication via a network</u>; and

executing a trade at the set market price.

2.   (Currently Amended) The method according to claim 1, further comprising<u>:</u>

setting a price for a new stock offering on the basis of a potential box office revenue for a movie represented by said new stock offering.

3.   (Currently Amended) The method according to claim 1, further comprising<u>:</u>

setting a price for a new bond offering on the basis of a talent's popularity rating in the entertainment industry, such that one bond representing one talent with a low popularity rating is issued with a higher yield than another bond representing another talent with a high popularity rating.

4.   (Previously Presented) The method according to claim 1, wherein the set market price is presented by electronic currency.

5.   (Currently Amended) The method according to claim 4, further comprising<u>:</u>

debiting a first account controlled by a first trader who issued said first order in the electronic currency for the executed trade, and

crediting a second account controlled by a second trader who issued said second order with proceeds in the electronic currency for the executed trade.

6.   (Previously Presented) The method according to claim 5, wherein the electronic currency is Hollywood dollars.

7.   (Previously Presented) The method according to claim 1, wherein the set market price reflects a current production status of said movie.

8.   (Previously Presented) The method according to claim 1, wherein the set market price is indicative of the traders' interest in said movie such that a potential box office revenue for said movie may be predicted far in advance of the movie release.

9.   (Previously Presented) The method according to claim 1, wherein the set market price is indicative of the traders' interest in said talent such that a potential box office revenue for said movie may be predicted far in advance of the movie release.

10.   (Currently Amended) ~~A system~~ An apparatus for trading a plurality of derivative financial instruments over the Internet, comprising:

~~means for receiving a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;~~

~~means for receiving a second order to sell said derivative financial instrument;~~

~~means for setting a market price based on the received first and second orders;~~ ~~and~~

~~means for executing a trade at the set market price~~

a processor; and

a memory, in which the memory stores instructions which, when executed by the processor, direct the processor to perform the method of claim 1.

11.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~further comprising means for setting a price for a new stock offering on the basis of a potential box office revenue for a movie represented by said new stock offering~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 2.

12.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~further comprising means for setting a price for a new bond offering on the basis of a talent's popularity rating in the entertainment industry, such that one bond representing one talent with a low popularity rating is issued with a higher yield than another bond representing another talent with a high popularity rating.~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 3.

13.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~wherein the set market price is presented by electronic currency.~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 4.

14.   (Currently Amended) The ~~system according to~~ apparatus of claim 13, ~~further comprising means for debiting a first account controlled by a first trader who issued said first order in the electronic currency for the executed trade, and crediting a second account controlled by a second trader who issued said second order with proceeds in the electronic currency for the executed trade.~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 5.

15.   (Currently Amended) The ~~system according to~~ apparatus of claim 14, ~~wherein the electronic currency is Hollywood dollars.~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 6.

16.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~wherein the set market price reflects a current production status of said movie~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 7.

17.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~wherein the set market price is indicative of the traders' interest in said movie such that a potential box office revenue for said movie may be predicted far in advance of the movie release~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 8.

18.   (Currently Amended) The ~~system according to~~ apparatus of claim 10, ~~wherein the set market price is indicative of the traders' interest in said talent such that a potential box office revenue for said movie may be predicted far in advance of the movie release~~ in which the memory further stores instructions which, when executed by the processor, direct the processor to perform the method of claim 9.

19.   (Currently Amended) ~~A computer-readable storage medium for storing program code means for, when executed, causing a computer to perform a method~~ An article of manufacture for trading a plurality of derivative financial instruments over the Internet, ~~the method~~ comprising:

        ~~receiving a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;~~

        ~~receiving a second order to sell said derivative financial instrument;~~

        ~~setting a market price based on the received first and second orders; and~~

        ~~executing a trade at the set market price~~

a storage medium, in which the storage medium stores instructions which, when executed by a processor, direct the processor to perform the method of claim 1.

20.   (Currently Amended) A method for trading a plurality of derivative financial instruments over the Internet comprising:

        receiving via a remote device a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;

        receiving via the remote device a second order to sell said derivative financial instrument;

        setting, using a computing device, a market price based at least in part on criteria associated with the movie or the movie talent, in which the computing device and the remote device are in communication via a network; and

        executing a trade at the set market price.

21.   (Currently Amended) ~~A system~~ An apparatus for trading a plurality of derivative financial instruments over the Internet, comprising:

        ~~means for receiving a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;~~

        ~~means for receiving a second order to sell said derivative financial instrument;~~

        ~~means for setting a market price based at least in part on criteria associated with the movie or the movie talent; and~~

        ~~means for executing a trade at the set market price.~~

        a processor; and

        a memory, in which the memory stores instructions which, when executed by the processor, direct the processor to perform the method of claim 20.

22.   (Currently Amended) ~~A computer-readable storage medium for storing program code means for, when executed, causing a computer to perform a method~~ <u>An article of manufacture</u> for trading a plurality of derivative financial instruments over the Internet, comprising:

~~receiving a first order to buy a derivative financial instrument that selectively represents a movie or a movie talent in an entertainment industry, said movie corresponding to a stock and said movie talent corresponding to a bond for trading over the Internet;~~

~~receiving a second order to sell said derivative financial instrument;~~

~~setting a market price based at least in part on criteria associated with the movie or the movie talent; and~~

~~executing a trade at the set market price.~~

<u>a storage medium, in which the storage medium stores instructions which, when executed by a processor, direct the processor to perform the method of claim 20.</u>